

COPYWRITING TEXT: PROBLEMS OF MODERN DEFINITION

The article updates the concept of copywriting as a professional activity. Modern definitions of a copywriting text are presented. The main qualification features of a copywriting text are described. The main tasks of a modern copywriting text are defined. The classification of modern copywriting texts is presented.

Key words: *copywriting text, copywriting, rewriting.*

У статті актуалізовано поняття копірайтингу як професійної діяльності. Подано сучасні визначення копірайтерського тексту. Описано основні кваліфікаційні ознаки копірайтерського тексту. Визначено основні завдання сучасного копірайтерського тексту. Подано класифікацію сучасних копірайтерських текстів.

Ключові слова: *копірайтерський текст, копірайтинг, рерайтинг.*

Over the past twenty-five years, the activity of writing texts for commercial clients, known as copywriting, has spread almost everywhere in the Slavic countries. In the early stages of its development, this activity was mainly carried out by freelancers and agencies specializing in PR and advertising. Nowadays, the position of 'copywriter' is officially included in the staffing table of specialized departments of organizations and companies. If a PR specialist creates PR objects, and an advertiser creates advertising products, it is fair to talk about such a phenomenon as 'copywriting text', since the main task of a copywriter is to write text materials that serve certain commercial purposes (sales, presentation of a product / service / organization, and creation / promotion of an image).

A copywriting text is a verbal or verbal-visual (creolized) text that is distributed in the public space through mass media, direct delivery, Internet mailing, corporate channels, initiated by a PR or advertising entity, containing advertising or PR information, intended for a specific group of the target public or target audience, serving the purpose of selling a product / service or forming the image of a product / service, corporation, public figure with a hidden (rarely imaginary) authorship [4]; a communicative unit that functions in the marketing communications space and serves the purpose of effective influence on the target audience and has a system of relevant verbal and non-verbal means of its amplification / optimization [3]; a verbal or verbal-visual (creolized) form of a promotional text fixed on a material medium [1].

Copywriting text is the object of copywriting. Rewriting object – any text (journalistic, advertising, PR text).

The subject of copywriting is ways to improve the effectiveness of a copywriting text. The subject of rewriting is ways to create new content based on borrowed content.

The copywriter's text is aimed at fulfilling the customer's tasks, providing a service to a person, he works with values and information in the first place. That's why knowledge of psychology and marketing, an analytical mindset, and the ability to work with data are important in copywriting. The text is just a tool that allows you to accomplish a task and direct the audience to want to spend money on what the copywriter's text 'advertises'. Value is the main motivator that creates the desire.

Copywriting texts perform two main tasks:

1. Passive attraction of the audience from search engines, which is achieved through search engine optimization and LSI adaptation.
2. To close the audience to the target action, i.e. to encourage them to buy the advertised product / service / offer / information.

Other tasks performed include: providing the consumer with new information about the product / service / organiza-

tion / company, etc.; promoting promotion in search engines; presenting the product to the customer for the first time; helping to strengthen the image of the product / service / organization / company, etc.; dispelling misconceptions about the product / service / organization / company, etc.

The most general classification of modern copywriting texts is as follows [2]:

- advertising texts (promotion of a product / service);
- sales texts (obvious commercial offers);
- image texts (positioning of a product / service / company);
- presentation texts (announcement of a new product on the market);
- informative texts (informational articles, announcements, news about the company's activities, press releases and other press materials);
- web-oriented texts (texts for creating website content);
- SEO texts (texts that are tailored to search queries on the Internet);
- SMM texts (texts aimed at posting on social media).

Thus, a modern copywriting text is a specific creolized text created and used in the field of marketing for commercial purposes.

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